WHAT IS CLAIMED IS

 A method for forming a meltblown web, comprising: forming fibers by extruding a molten thermoplastic material through a plurality of channels in a die as molten filaments;

attenuating the molten filaments with a high velocity fluid stream to reduce the diameter of the filaments;

depositing the attenuated filaments on a collecting surface to form a web of randomly dispersed meltblown fibers;

heating at least a tip apex portion of the die defining outlets at the ends of the channels through which the thermoplastic material is extruded with a heating element disposed relative to the tip apex portion; and

maintaining the tip portion at a temperature sufficient to keep the thermoplastic material in a desired molten state primarily with the heating element so that the attenuating air may be maintained at a temperature below the melting point of the thermoplastic material.

- 2. The method as in claim 1, comprising heating the die tip apex portion with an infrared lamp.
- 3. The method as in claim 1, comprising heating the die tip apex portion with electric cartridge heaters.
- 4. The method as in claim 1, comprising heating the die tip apex portion with electrical current directed through the die.

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- 5. The method as in claim 1, comprising heating the die tip apex portion with a heated fluid conducted through at least one passageway defined through the die.
- 6. The method as in claim 1, comprising heating the die tip apex portion directly with a heating element contained in or on the die.
- 7. The method as in claim 1, comprising heating the die tip apex portion indirectly with a heating element disposed adjacent to and spaced from the die tip apex portion.